

Message Text

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PAGE 01 JIDDA 06638 290743Z

21

ACTION NEA-10

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FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 2527

UNCLAS JIDDA 6638

E.O. 11652: N/A

TAGS: BEXP, BBSR, BPUB, SA

SUBJECT: OBR - MARKETING IN SAUDI ARABIA

REF: A-5929

1. POST OFFERS FOLLOWING SUGGESTIONS FOR CORRECT COMPLETION OF REPORT. PLEASE NOTE THAT REPAIR DID NOT ARRIVE HERE UNTIL SEPTEMBER 25, 1975.

PAR. 1 - ADD "ANNUAL" GOVERNMENT REVENUES. MAY SLOW THE RATE OF GROWTH.

PAR. 2 - JAPAN HAS REPORTEDLY OUTSTRIPPED U.S. FOR FIRST SIX MONTHS 1975.

PAR. 3 - LEADING U.S. EXPORT IS STILL MACHINERY AND TRANSPORT EQUIPMENT.

PAGE 36 - REFERENCE TO RIYADH DAILY AS ONLY ENGLISH NEWSPAPER IS IN ERROR. ANOTHER SAUDI ENGLISH DAILY IS ARAB NEWS, PUBLISHED IN JIDDA BY THE SAUDI RESEARCH & MARKET CO. IT FEATURES COMMERCIAL ADS IN ENGLISH AS WELL AS NEWS.

PAGE 62 - UNDER TYPES OF ORGANIZATION IT COULD BE USEFUL TO INCLUDE PHONETIC ARABIC EQUIVALENTS AS CAN BE FOUND IN SAUDI EMBASSY'S RECENT PUBLICATION ON DOING BUSINESS IN SAUDI ARABIA.

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2. EMBASSY PLEASED AT COMPREHENSIVENESS OBR AND HOPES FOR

EARLY PUBLICATION TO MEET HEAVY CURRENT DEMAND EVIDENCED
BY BUSINESS VISITORS. IT IS SUGGESTED, HOWEVER, THAT BE-
CAUSE OF SUBJECT SCOPE, SEPARATE OBR BE PREPARED ON SAG'S
NEW FIVE YEAR PLAN.
AKINS

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